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(71) Applicant (for AE, AG, AM, AU, AZ, BB, BF, BJ, BY, BZ, CA, CF, CG, CI, CM, CY, FI, FR, GA, GB, GD, GH, GM, GN, GR, GW, IE, IL, IT, KE, KG, KZ, LC, LK, LS, LU, MC, ML, MN, MR, MW, MZ, NE, NL, NZ, PT, SD, SE, SG, SL, SN, TD, TG, TR, TT, TZ, UG, ZA, ZW only): UNILEVER PLC [GB/GB]; Unilever House, Blackfriars, London EC4P 4BQ (GB).

(71) Applicant (for AL, AM, AT, AZ, BA, BG, BR, BY, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GE, HR, HU, ID, IS, JP, KG, KP, KR, KZ, LR, LT, LU, LV, MA, MD, MG, MK, MX, MZ, NO, PL, PT, RO, RU, SE, SI, SK, TJ, TM, TR, UA, UZ, VN, YU only): UNILEVER NV [NL/NL]; Weena 455, NL-3013 AL Rotterdam (NL).

(71) Applicant (for IN only): HINDUSTAN LEVER LIMITED [IN/IN]; Hindustan Lever House, 165/166 Backbay Reclamation, Maharashtra, 400 020 Mumbai (IN).

(72) Inventors: SHANA'A, May; Unilever Home & Personal Care USA, 40 Merritt Boulevard, Trumbull, CT 06611 (US). CHENEY, Michael, Charles; Unilever Home & Personal Care USA, 40 Merritt Boulevard, Trumbull, CT 06611 (US). AVENA, Robert, Michael; Unilever Home & Personal Care USA, 33 Benedict Place, Greenwich, CT 06830 (US). KEATING, Kevin, Stephen; Unilever

Home & Personal Care USA, 33 Benedict Place, Greenwich, CT 06836 (US). SLAVTCHEFF, Craig, Stephen; Unilever Home & Personal Care USA, 40 Merritt Boulevard, Trumbull, CT 06611 (US). DOBKOWSKI, Brian, John; Unilever Home & Personal Care USA, 40 Merritt Boulevard, Trumbull, CT 06611 (US). PAREDES, Rosa, Mercedes; Unilever Home & Personal Care USA, 40 Merritt Boulevard, Trumbull, CT 06611 (US). MAR-GOSIAK, Marion, Louise; Unilever Home & Personal Care USA, 40 Merritt Boulevard, Trumbull, CT 06611 (US). BRIDGES, Christy, Ann; Unilever Home & Personal Care USA, 40 Merritt Boulevard, Trumbull, CT 06611 (US). SICILIANO, Marcina; Unilever Home & Personal Care USA, 40 Merritt Boulevard, Trumbull, CT 06611 (US).

(74) Agent: MULDER, Cornelis, Willem, Reinier; Unilever PLC, Patent Department, Colworth House, Sharnbrook, Bedford, Bedfordshire MK44 1LQ (GB).

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(54) Title: A SYSTEM FOR CUSTOMIZING PERSONAL CARE PRODUCTS

(57) Abstract: A system is described for providing a customized, personal care product to a consumer at a location, typically the point of sale, that is remote from a second location in which a personal care product base composition is prepared. A selection of performance agents of different classes with a common vehicle is made available to the consumer for custom formulation of a personal care product with the desired attributes. The system typically includes a product base, a fragrance part, and one or more performance agent parts that may contain benefit agents, botanical extracts, active ingredients for skin and hair, and the like. A blank vehicle is substituted if insufficient performance agents are selected.

WO 02/15735 A2

# A SYSTEM FOR CUSTOMIZING PERSONAL CARE PRODUCTS

The present invention relates to system for customizing personal care products, in particular a system for providing  
5 a customised personal care product to a consumer at a location remote from a second location in which a personal care product base composition is prepared.

10 Many personal care products such as body wash, facial cleansing gel, hair shampoo, hair conditioner, face lotion and other personal care products that are currently available are provided as prepared formulations. A drawback  
15 of such products is that the user cannot alter the formulation to accommodate their particular skin and hair characteristics, personal preferences, or to provide specialized treatment. A further drawback is the uncertainty of the age and freshness of the prepared  
20 formulation which may have been prepared many months or years before the product is sold.

Multiple-part product kits that contain separate components of e.g. a hair shampoo, hair conditioner, cosmetics, or  
25 other personal care products are available from many professional salons and some retail personal care outlets. However, the user is still unable to customize the individual formulations in light of the consumer's unique personal care preferences and requirements.

30 Therefore, one aspect of the invention is to provide a system that enables a user to formulate a variety of personal care product compositions to best suit the needs of

WO 02/15735

the consumer. Another aspect of the invention is to provide a system that is easy to use such that the user may be a layperson who is able to formulate a customized personal care product. Another aspect of the invention is to provide  
5 a plurality of performance agents in a common vehicle, which are compatible with the personal care product base, and form a stable personal care product, which is freshly blended.

A system is provided for preparing a customized, personal care product for a consumer at a location remote from a  
10 second location in which a personal care product base composition is prepared, preferably at the point of retail sale. The system comprises providing a selection of personal care base compositions and a plurality of variants  
15 from two or more classes of performance agents whereby the variants of any one class have at least two ingredients in common with each other, and which are compatible with each other when all the components are mixed together.

20 A "plurality" as used herein is defined as a number greater than one. "Variants" as used herein are defined as distinct members of a single class of performance agent which may be selected from such classes as botanical extracts, emollients, vegetable oils, active agents for treating or  
25 preventing skin disorders, vitamins, and the like. Variants may differ from each other with respect to either the identity (e.g. vitamin E acetate and vitamin A palmitate), or in the concentration of the aforementioned components.

30 Preferably, the second class of performance agent has at least three ingredients in common. The consumer is allowed

to select, in any sequence, one personal care base composition and at least two variants from separate classes of performance agents, such as a fragrance and a benefit agent. The user doses, in any sequence, the consumer  
5 selected personal care base composition, performance agents, and, if necessary, sufficient vehicle into a container, mixes the contents until uniform, and labels the container. The vehicle is flowable and may be a liquid, paste, flowable powder, or extrudable solid. Preferably the vehicle is a  
10 liquid with a viscosity ranging from water-like to 100,000 cps at 25 °C.

A sufficient quantity of a blank composition having at least two ingredients in common with at least one performance  
15 agent present in the product, and preferably having substantially the same vehicle composition as that of the performance agent may be dosed in the container if an insufficient number of performance agents are selected by the consumer. This allows for maintaining each of the  
20 following product characteristics: optimum concentration of base product ingredients, stability, viscosity, texture, clarity, and skin feel; while providing many choices for the consumer in customizing the product.

25 Inventive personal care product base compositions include cleansing and conditioning product bases useful for formulating body wash, body lotion, body mist spray, hydroalcoholic toner, facial cleansing gel, hand cleanser, hair shampoo, hair conditioner, a face lotion, a deodorant,  
30 a bar soap, a bath foam, bath salts, and the like.

Accordingly, in one aspect of the invention there is provided a system for providing a customized, personal care product to a consumer at a location remote from a second location in which a personal care product base composition is prepared. The system comprises the following:

- (a) providing a selection from a plurality of personal care base compositions in separate containers;
- (b) providing a selection from a plurality of variants from a first class of performance agents in separate containers, each of the variants being delivered in a first vehicle, the first vehicle for each of the variants having at least two ingredients in common with each other, the first vehicle being compatible with a mixture of the personal care base composition, and a second class of performance agents different from the first class;
- (c) providing a selection from a plurality of variants of the second class of a performance agents in separate containers, each of the variants being delivered in a second vehicle, the second vehicle for each of the variants having at least two ingredients in common with each other;
- (d) permitting the consumer to select, in any sequence, at least one personal care base composition; at least one variant from the first class of performance agents; and at least one variant from the second class of performance agents;

- (e) dosing, in a predetermined sequence, the consumer selected personal care base composition and performance agents into a container to form a personal care product; and
- 5 (f) mixing the personal care product until the product is uniform.

The predetermined sequence of dosing the personal care base and performance agents will normally be a random one i.e. where any sequence may be used. However, certain products will have greater stability if dosed in a specific sequence such as for body toner where the product base should be dosed first, for maximum stability.

10

15 In another aspect of the inventive method, a sufficient quantity of a blank composition is dosed into the product container, in substitution for at least one performance agent, whereby the final concentration of base product ingredients in the personal care composition is adjusted to be substantially equal to that of a final product where no substitution of the performance agents was made.

20 Preferably, the blank composition has at least two ingredients in common with any one of the performance agents contained in the final product.

25 Preferably the personal care product is provided to the consumer at the point of retail sale.

The personal care product base compositions useful in the invention typically contain one or more of the following: a solvent such as water, monohydric and/or polyhydric

30

alcohols, polyethylene glycol, and the like; soaps, surfactants such as anionic, cationic, amphoteric, zwitterionic surfactants, and the like; conditioning agents such as cationic polymers, silicone polymers and the like; 5 thickening agents such as acrylates, polysaccharide polymers, and the like; lathering aids such as alkanolamides and the like; emollients such as vegetable oils, fatty esters, and the like; pH adjusters, and preservatives. Further examples of useful solvents, surfactants, 10 conditioning agents, thickening agents, lathering aids, emollients, pH adjusters, and preservatives are listed in the CTFA Cosmetic Ingredient Handbook, second edition, 1990; herein incorporated by reference.

15 Other examples of useful anionic, amphoteric, and zwitterionic surfactants, and foam boosters of the personal care product base compositions useful in the invention are described in U.S. Patent No. 5,221,530; incorporated herein by reference. Examples of useful hair shampoo, conditioner, 20 and styling base compositions useful in the invention are described in U.S. Patent No. 5,993,792; incorporated herein by reference. Preferably, the personal care product base has a viscosity in the range of about 0.9 to 100,000 cps at 25 °C, more preferably in the range of about 0.9 to 30,000 25 cps at 25 °C.

The viscosity of the product base can be varied, from a pourable liquid, to a thick paste or extrudable material, depending on its composition and the amount of thickener 30 added to the base. The product base may also comprise a flowable powder.

In another aspect of the invention, a customized label is applied to the product container which identifies the product and only the components of the base formula and dosed performance agents actually contained in the container. Such a label may be generated by any suitable means, but is preferably generated by a computer interfaced with a printer which allows for the user to input the consumer's custom product selections and accesses a database of ingredients contained in the available product bases and performance agent compositions to produce a customized label.

The same computer printer combination may also be used to insert a code on the label, e.g. a machine readable bar code or the like, capable of tracking the identity of both the product and the consumer for later reference. In this way, the consumer can easily reorder the custom product from the same location the product was purchased or from a remote location. The consumer may also return to the store or kiosk and allow the previous label to be scanned thus facilitating the purchase of additional product.

One class of performance agents may typically be fragrances, and may contain a solvent, such as water, a monohydric alcohol, a polyhydric alcohol or a blend thereof. Among suitable monohydric alcohols are ethanol, isopropanol, butanol, hexanol and combinations thereof, and the like. Most preferred is ethanol. Suitable polyhydric alcohols include glycerin (known also as glycerol), propylene glycol, dipropylene glycol, polyethylene glycol, sorbitol,



hydroxypropyl sorbitol, hexylene glycol, 1,3-butylene glycol, isopropylene glycol and mixtures thereof, and the like. Most preferred are propylene glycol and polyethylene glycol.

5

This class of performance agent also contains at least one preservative, preferably one or more of a biocide, a chelate, an UV inhibitor and an antioxidant or any combination thereof. More preferably the fragrance agent  
10 contains DMDM Hydantoin, Iodopropynyl Butylcarbamate, and EDTA, and an UV inhibitor. Another aspect of the invention is the availability of fragrance and other performance agent intensity levels that are selectable by the consumer. Further examples of useful preservatives, chelates,  
15 antioxidants, and UV inhibitors are listed in the CTFA Cosmetic Ingredient Handbook, second edition, 1990.

Other classes of performance agents of the invention may include a colourant, and a benefit agent. Inventive benefit  
20 agents include emollients, botanical extracts, vitamins, other active ingredients to prevent or treat undesired skin and hair conditions, and the like. Additionally, the inventive benefit agents contain a solvent such as water, a monohydric alcohol, or a polyhydric alcohol, e.g. propylene  
25 glycol or the like; a solubilizing agent, and at least one preservative. Preferably the solubilizing agent is selected from at least one of a polyethylene glycol ether of a fatty alcohol, a polyethylene glycol ether of hydrogenated castor oil, a polyethylene glycol derivative of a sorbitan ester, a  
30 polysorbate, a glycerol ester, a polyethylene glycol derivative of a glycerol ester, an alkyl phosphate, and an

alkyl sulfate, and the like. Further examples of useful benefit and solubilizing agents are listed in the CTFA Cosmetic Ingredient Handbook, second edition, 1990. Preferably preservatives consist of one or more of a biocide, a chelate, an UV inhibitor, and an antioxidant or any combination thereof. More preferably, the performance agent preservatives are selected from DMDM Hydantoin, Iodopropynyl Butylcarbamate, polyaminocarboxylic acid chelates or their salts such as EDTA, phosphonate chelates and the like. The inventive blank performance agent, or vehicle, contains substantially no fragrance or benefit agent, and has at least two ingredients in common with at least one of the other performance agents in its class, including preferably a solvent, and one or more solubilizing agents. Preferably the blank benefit agent has at least three ingredients in common with the other benefit agents including preferably a solvent, one or more solubilizing agents, and a preservative.

In another aspect, the inventive system produces custom products of convenient volume to facilitate consumer use. Preferably, the container for the final product has a volume under about 1 liter. Preferably, the container has a neck to facilitate pouring and is threaded or flanged to accept a cap, pump, or the like. The container may be opaque, translucent, or transparent; in whole or in part, and made of any suitable material which is not attacked by the contents of the product contained therein. Suitable materials include glass, plastic, barrier-coated paper, metal, or composites or laminates thereof. Preferably, the

product container is made of polyethylene, polypropylene, or PET; and is transparent or translucent.

Prior to mixing the contents of the container, preferably  
5 either a cap without an integral orifice is used to cap the  
container or a plug is inserted in the container's neck  
after the container has been filled to a level below the  
neck using a plug sized to occupy at least 50% of the neck  
volume. This is done in part to improve mixing efficiency  
10 when the container's contents are blended by e.g. an  
external mixing device, such as a Red Devil model 5300 twin  
axis mixer (Brooklyn Park, MN) or the like. Preferably the  
container is situated in the mixer in a position at an angle  
of greater than 10 degrees, more preferably greater than 30  
15 degrees, from its major axis vertical orientation, and most  
preferably in a position substantially inverted from its  
filling position.

Except in the operating and comparative examples, or where  
20 otherwise explicitly indicated, all numbers in this  
description indicating amounts of material ought to be  
understood as modified by the word "about".

The following examples will more fully illustrate the  
25 embodiments of this invention. All parts, percentages and  
proportions referred to herein and in the appended claims  
are by weight unless otherwise illustrated.

## Example 1

The custom formulation of separate embodiments of an inventive body lotion, hair conditioner, facial cleanser, body mist, toner, body wash, instant hand cleanser, hair shampoo and face lotion are illustrated in Table 1A. Specifically illustrated is the choice of a single base formula corresponding to the product type above, the choice of one of three different embodiments of inventive fragrance concentrates, or alternatively, of a single, inventive fragrance concentrate, to be dispensed either in one, two or three portions in order to provide moderate, strong, and stronger fragrance intensity levels, and the choice of one or more of four different embodiments of inventive benefit agents. Tables 1B and 1C illustrate embodiments of the inventive fragrance vehicle or blank, and the inventive benefit vehicle or blank respectively.

## Example 2

Table 2 shows in further detail the composition of the embodiment of the custom body lotion product base depicted in table 1. Table 2a shows the composition of a body lotion base concentrate, tables 2b and 2c show the composition of embodiments of an inventive fragrance and benefit agent concentrate respectively that the consumer may select, and table 2d shows how the consumer selected agents are blended together to make the custom body lotion product. If the consumer does not pick sufficient choices of a fragrance, benefit agent, or other performance agent; sufficient

inventive vehicle or blank fragrance/benefit agents, as depicted in tables 2e and 2f respectively, are substituted.

### Example 3

5 Table 3a shows in further detail the composition of an embodiment of the custom hair conditioner product base depicted in table 1. Inventive fragrance and benefit agents are depicted in tables 2b and 2c above. Table 3b shows how  
10 the consumer selected agents are blended together to make the custom hair conditioner product. As for the body lotion in Example 2, if the consumer does not pick sufficient choices for a fragrance or benefit agent for the hair conditioner, sufficient inventive vehicle or blank  
15 fragrance/benefit agents as depicted in tables 2e and 2f respectively are substituted.

Table 1A

| Product Form          | Base Formula | Fragrance Allotment #1 | Fragrance Allotment #2 | Fragrance Allotment #3 | Benefit #1   | Benefit #2   | Benefit #3   | Benefit #4   |
|-----------------------|--------------|------------------------|------------------------|------------------------|--|--|--|--|
| Body Lotion           | 90.435%      | 0.87%                  | 0.87%                  | 0.87%                  | Solvent (Water)<br>Solubilizing Agent (PEG-40)<br>Hydrogenated Castor Oil & Trideceth-9<br>Preservatives (Glydant Plus & Edta) | Solvent (Water)<br>Solubilizing Agent (PEG-40)<br>Hydrogenated Castor Oil & Trideceth-9<br>Preservatives (Glydant Plus & Edta) | Solvent (Water)<br>Solubilizing Agent (PEG-40)<br>Hydrogenated Castor Oil & Trideceth-9<br>Preservatives (Glydant Plus & Edta) | Solvent (Water)<br>Solubilizing Agent (PEG-40)<br>Hydrogenated Castor Oil & Trideceth-9<br>Preservatives (Glydant Plus & Edta) |
| Hair Conditioner      | 91.478%      | 0.522%                 | 0.522%                 | 0.522%                 | Colour & Fragrance   | Performance Agent (Benefit)  | Performance Agent (Benefit)  | Performance Agent (Benefit)  |
| Facial Cleanser       | 92.2636%     | 0.26%                  | 0.26%                  | 0.26%                  | Colour & Fragrance   | Performance Agent (Benefit)  | Performance Agent (Benefit)  | Performance Agent (Benefit)  |
| Body Mist             | 86%          | 2%                     | 2%                     | 2%                     | 2%   | 2%   | 2%   | 2%   |
| Toner                 | 91.1%        | 0.3%                   | 0.3%                   | 0.3%                   | 2%   | 2%   | 2%   | 2%   |
| Body Wash             | 89.5%        | 1.33%                  | 1.33%                  | 1.33%                  | 1.625%   | 1.625%   | 1.625%   | 1.625%   |
| Instant Hand          | 83.49%       | 0.56%                  | 0.56%                  | 0.56%                  | 3.71%  | 3.71%  | 3.71%  | 3.71%  |
| Cleanser Hair Shampoo | 90.8%        | 0.84%                  | 0.84%                  | 0.84%                  | 1.675%   | 1.675%   | 1.675%   | 1.675%   |
| Face Lotion           | 93.03%       | 0.084%                 | 0.084%                 | 0.084%                 | 1.68%  | 1.68%  | 1.68%  | 1.68%  |

Table 1B

| Fragrance Blank |   |  |  |
|-----------------|---|--|--|
| Solvents        | (Dipropylene Glycol & Propylene Glycol) |  |  |
| Preservatives   | (Glydant Plus & Tetrasodium Edta)       |  |  |
| UV-Inhibitor    | (Benzophenone-2)                        |  |  |
| No Colour       |   |  |  |

Table 1C

| Benefit Blank  |
|--|
| Solvent (Water)  |
| Solubilizing Agent<br>(PEG -40 hydrogenated Castor Oil and Trideceith-9) |
| Preservatives (Glydant Plus and Disodium EDTA)                           |

Tables 2 a - f

Table 2a

## Base Hand Lotion formula

| COMPONENT                   | % wt/wt     |
|-----------------------------|-------------|
|                             |             |
| WATER                       | 75 - 80%    |
| Na2 EDTA                    | 0.04 - .08  |
| magnesium aluminum silicate | 0.02 - .04  |
| TiO <sub>2</sub>            | 0.08 - 0.12 |
| carbopol                    | 8 - 12      |
| Triethanolamine             | 1 - 1.5     |
|                             |             |
| STEARIC ACID                | 2 - 3       |
| Cetyl Alcohol               | 2 - 3       |
| Mineral Oil                 | 2 - 3       |
| PEG-100 Stearate            | 0.2 - 1.0   |
| steramide                   | 0.2 - 1.0   |
| Glyceryl Stearate           | 0.2 - 1.0   |
| silicone                    | 0.2 - 1.0   |
| C12-15 Alkyl Ethylhexanoate | 0.2 - 1.0   |
| Glydant Plus                | 0.1 - 0.5   |
|                             |             |
|                             |             |

Table 2b

Custom fragrance formula

| Ingredient          | Function          | % wt/wt      |
|---------------------|-------------------|--------------|
| Fragrance           | Performance Agent | 40 - 60 %    |
| Propylene Glycol    | Solvent           | 40 - 60 %    |
| Glydant Plus liquid | Preservative      | 0.1 - 0.5 %  |
| Tetrasodium EDTA    | Preservative      | 0.01 - 0.2%  |
| Benzophenone-2      | UV-Inhibitor      | 0.1 - 0.5 %  |
| Optional Colours    | Performance Agent | 0.01 - 3.0 % |

Table 2c

Custom benefit formula

| Ingredient          | Function           | % wt/wt      |
|---------------------|--------------------|--------------|
| DI Water            | Solvent            | 93 - 97      |
| Benefit Component   | Performance Agent  | 0.3 - 1.0 %  |
| Solubilizer         | Solubilizing Agent | 2 - 6 %      |
| Glydant Plus liquid | Preservative       | 0.1 - 0.5 %  |
| Disodium EDTA       | Preservative       | 0.01 - 0.1 % |



Table 2d

Finished Hand Lotion Formula

| Ingredient          | % wt/wt |
|---------------------|---------|
|                     |         |
| Base Lotion Formula | 90.4 %  |
| Fragrance Formula   | 2.6 %   |
| Benefits Formulas   | 7.0 %   |

Table 2e

Custom benefit blank formula

| Ingredient          | Function           | % wt/wt      |
|---------------------|--------------------|--------------|
| DI Water            | Solvent            | 93 - 97      |
| Solubilizer         | Solubilizing Agent | 2 - 6 %      |
| Glydant Plus liquid | Preservative       | 0.1 - 0.5 %  |
| Disodium EDTA       | Preservative       | 0.01 - 0.1 % |

Table 2f

Custom fragrance blank formula

| Ingredient          | Function     | % wt/wt      |
|---------------------|--------------|--------------|
| Dipropylene Glycol  | Solvent      | 40 - 60 %    |
| Propylene Glycol    | Solvent      | 40 - 60 %    |
| Glydant Plus liquid | Preservative | 0.1 - 0.5 %  |
| Tetrasodium EDTA    | Preservative | 0.01 - 0.2 % |
| Benzophenone-2      | UV-Inhibitor | 0.1 - 0.5 %  |

Tables 3a and b

**Table 3a**

Base Hair Conditioner formulation

| Ingredients                         | % wt/wt    |
|-------------------------------------|------------|
| DI Water                            | 80 - 90    |
| Citric Acid                         | 0.1 - 0.4  |
| Hydroxyethylcellulose               | 0.1 - 0.4  |
| Stearamidopropyl Dimethylamine      | 0.2 - 1.0  |
| Stearyl Octyldimonium Methosulfate  | 1.0 - 2.0  |
| BES & Stearyl Alcohol               | 0.2 - 1.0  |
| Cetyl Alcohol                       | 1.5 - 4.0  |
| Stearyl Alcohol                     | 1.0 - 2.0  |
| Disodium EDTA                       | 0.1 - 0.4  |
| Potassium Hydroxide                 | 0.01 - 0.1 |
| Glydant Plus Liquid                 | 0.1 - 0.4  |
| dimethyl siloxane derivative & TEA- | 0.7 - 2.0  |
| Dodecylbenzenesulfonate             |            |
| Siloxane derivative                 | 0.7 - 2.0  |

**Table 3b**

Finished Hair Conditioner Product

| Ingredient               | % wt/wt |
|--------------------------|---------|
| Base Conditioner Formula | 91.5 %  |
| Fragrance Formula        | 1.5 %   |
| Benefits Formulas        | 7.0 %   |

The foregoing description and examples illustrate selected embodiments of the present invention. In light thereof variations and modifications will be suggested to one skilled in the art, all of which are within the scope and  
5 spirit of this invention.

CLAIMS

1. A method for providing a customized, personal care product to a consumer at a location remote from a second location in which a personal care product base composition is prepared, comprising:
- 5 (a) providing a selection from a plurality of personal care base compositions;
- 10 (b) providing a selection from a plurality of variants from a first class of performance agents, each of the variants being delivered in a first vehicle, the first vehicle for each of the variants having at least two ingredients in common with each other, the first vehicle being compatible with a mixture of the personal care base composition, and a second class
- 15 of performance agents different from the first class;
- 20 (c) providing a selection from a plurality of variants of the second class of a performance agents, each of the variants being delivered in a second vehicle, the second vehicle for each of the variants having at least two ingredients in common with each other;
- 25 (d) permitting the consumer to select, in any sequence, at least one personal care base composition; at least one variant from the first class of performance agents; and at least one variant from the second class of performance agents;
- (e) dosing, in a predetermined sequence, the consumer selected personal care base composition and

performance agents into a container to form a personal care product; and  
(f) mixing the personal care product until the product is uniform.

5

2. A method according to claim 1, wherein the second vehicle for each variant has at least three ingredients in common.

10 3. A method according to claim 1 or claim 2, wherein a sufficient quantity of a blank composition is dosed in the container, in substitution for at least one performance agent, whereby the final concentration of base product ingredients in the personal care  
15 composition is adjusted to be substantially equal to that of a final product where no substitution of the performance agents was made.

20 4. A method according to claim 3, wherein the blank composition has at least two ingredients in common with any one of the performance agents.

25 5. A method according to any one of claims 1 to 4, wherein the customized personal care product is selected from a body wash, a body lotion, a body mist spray, a hydroalcoholic toner, a facial cleansing gel, a hand cleanser, a hair shampoo, a hair conditioner, a face lotion, a deodorant, a bar soap, a bath foam, and bath salts.

30

6. A method according to any of the preceding claims wherein a customized label is applied to the container

identifying the product and only the components of the base formula and dosed performance agents contained therein.

- 5 7. A method according to any of the preceding claims, wherein the first class of performance agents are fragrances.
- 10 8. A method according to claim 7 wherein each of the fragrances contain a solvent and at least one preservative in common with each other.
- 15 9. A method according to claim 7 or claim 8, wherein at least one fragrance selection has a plurality of scent intensity levels selectable by the consumer.
- 20 10. A method according to any of the preceding claims wherein the performance agents are selected from a fragrance, a colorant, or a benefit agent.
- 25 11. A method according to any of the preceding claims wherein the second class of performance agents are benefit agents.
- 30 12. A method according to claim 11 wherein at least one benefit selection has a plurality of benefit intensity levels selectable by the consumer.
13. A method according to claim 2 wherein the second vehicle's common ingredients include a solvent, a solubilizing agent, and a preservative.

14. A method according to claim 8 or claim 13, wherein the solvent is selected from water, a monohydric alcohol, a polyhydric alcohol, or a blend thereof.
- 5 15. A method according to claim 13, wherein the solubilizing agent is selected from at least one of a polyethylene glycol ether of a fatty alcohol, a polyethylene glycol ether of hydrogenated castor oil, a polyethylene glycol derivative of a sorbitan ester, propylene glycol, a polysorbate, a glycerol ester, a  
10 polyethylene glycol derivative of a glycerol ester, an alkyl phosphate or an alkyl sulfate.
16. A method according to claim 8 or claim 13, wherein the  
15 preservatives are selected from DMDM Hydantoin, Iodopropynyl Butylcarbamate, polyaminocarboxylic chelates, or salts thereof, or phosphonate chelates.
17. A method according to any of the preceding claims,  
20 comprising dosing a third class of performance agent different from the first and second class of performance agent, the third class of performance agent having at least two ingredients in common with at least one of the first and second class of performance  
25 agents; the third class of performance agent being compatible with the product base, and the first and second class of performance agents.
18. A method according to claim 6, wherein the label  
30 contains a code capable of tracking the identity of both the product and the consumer for later reference.

WO 02/15735

19. A method according to claim 18 wherein the code is in the form of a machine scannable bar code.
20. The method of claim 1 where the container has a volume under about 1 liter.
21. A method according to claim 20 wherein the container has a neck; a plug is inserted in the container's neck after the container has been filled to a level below the neck; the plugged neck is then capped; the plug occupying at least 50% of the volume of the neck to improve mixing efficiency when the container's contents are blended by a mixing device while the container is situated in a position substantially inverted from its filling position.
22. A method according to claim 20 or 21 wherein the container has a neck; a cap without an orifice is used to cap the container to improve mixing efficiency when the container's contents are blended by a mixing device while the container is situated in a position substantially inverted from its filling position.
23. A method according to any of the preceding claims wherein the container is agitated while its major axis is positioned at an angle greater than 10 degrees from the vertical.
24. A method according to claim 23 wherein the angle is greater than 30 degrees from the vertical.



25. A method according to any of the preceding claims wherein the personal care product base has a viscosity in the range of about 0.9 to 100,000 cps at 25 °C.
- 5 26. A method according to any of claims 1 to 25 wherein the product base's viscosity is in the range of about 0.9 to 30,000 cps at 25 °C.
- 10 27. A method to any of the preceding claims, wherein the second location is a retail location.

## Hutchison, Ginabeth

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**From:** Leonard, Jane  
**Sent:** Thursday, January 08, 2004 11:59 AM  
**To:** Butler, Lori  
**Cc:** Hutchison, Ginabeth  
**Subject:** RE: Project Ensign

I do need a copy of the invoices to check against my TM Billing Memo to Accounting. Sorry :-(

-----Original Message-----

**From:** Hutchison, Ginabeth  
**Sent:** Thursday, January 08, 2004 11:57 AM  
**To:** Butler, Lori; Hastings, Mary  
**Cc:** Teske, David; Leonard, Jane  
**Subject:** RE: Project Ensign  
**Importance:** High

Lori and David,

Tracy called me last night about this, too. She said that Sabre has about \$100,000 of the Project Ensign budget still on hand but that those funds will "evaporate" in about 2 weeks if Tracy can't tell Sabre's Accounting department how much A&B will be billing Sabre for this work (in January for December time, presumably). It makes my head hurt to even think of tracking down these answers, but here's what we need to determine:

- 1) Has the A&B fee for each mark in each country in which Project Ensign applications were filed been billed out the door to Sabre? **Jane**, we particularly need to know (a) whether there were any A&B/Project Ensign fees on your end-of-December memo to Accounting re: applications filed 'cause it sounds as if the invoices Tracy received yesterday (and which were dated 12/20/03) only show our fees and expenses through November and (b) whether we have billed Sabre the A&B fees for each mark in each country in which applications were actually filed.
- 2) Are there foreign associate invoices for 2003 fees and expenses for which you have prepared check requests, **Mary**, but Paul Cushing hasn't signed yet and/or Accounting hasn't paid yet such that they haven't shown up as 2003 disbursements on the last invoices to Sabre and aren't in the A&B Accounting system yet to show up on our next set of invoices going out in January but covering fees and expenses incurred in (December) 2003? What total amount of 2003 foreign associates invoices ARE in our Accounting system at this point to be billed out the door to Sabre in January?
- 3) Also, **Mary**, are there any foreign associates working on Project Ensign matters who have never billed us for the filings made in August 2003? (I think Tracy never finalized instructions for either the Bahamas or the British Virgin Islands, so we probably don't have invoices from those associates. **Jane**, are there other countries in which the requested applications were never filed?)
- 4) **Lori and David**, Tracy says they never received a credit for the hourly rates billed on the Project Ensign general matter number that should have been covered by the \$625/mark/county and \$825/mark/EU fixed fees. Seems as if we first heard about that issue in October or so; have the charges not been reversed yet?
- 5) **Lori**, I am sorry to say that Jane and Mary may need to get copies of the Project Ensign invoices and actually check off the A&B fees for each mark in each country and the foreign associate fees for each application in each country. **Jane and Mary**, please let Lori know if you do want to work from the invoices that have already gone and, if so, whether you want to work from one copy together or two copies separately.
- 6) **Mary**, Tracy has also asked that we send an e-mail to each of our Project Ensign foreign associates asking that, if they have any 2003 fees and/or expenses for which they have not billed us yet, that they forward their invoices immediately so that the client can pay for that work from their 2003 budget. If I write the message, can you send it to all the relevant e-mail addresses?

Is there any other angle from which we need to examine the status of the Project Ensign billing? We surely don't want the client to refuse bills we send them in February 2004 saying that the bills cover 2003 fees and expenses and should have been brought to their attention in January at the latest! Please do your best with this request as quickly as possible so that we can get back to Tracy by the end of next week with a solid estimate as to how much of the \$100,000 she should try to hang on to. Thanks!

Ginabeth

-----Original Message-----

**From:** Butler, Lori  
**Sent:** Wednesday, January 07, 2004 4:10 PM  
**To:** Hutchison, Ginabeth; Hastings, Mary  
**Cc:** Teske, David  
**Subject:** Project Ensign

Sabre called me today to see if we could project the foreign fees and expenses for Project Ensign for December. None are showing on the system. Do you believe there will be any?